



Tourism Development Commission Annual Report-DRAFT

Prepared by Holli Shannon, Tourism Assistant, December 31, 2016

Approved by the Tourism Development Commission on **Date Approved**

Web Site Address: <http://www.scottsdaleaz.gov/boards/tourism-development-commission>

Number of Meetings Held: #13

Public Comments: #11

Major Topics of Discussion / Action Taken:

- Reviewed and made recommendations to support the National Reined Cow Horse Association 2017 Snaffle Bit Futurity Event Bid Proposal sponsorship in the amount of up to \$75,000 allocated from tourism carry over funds in January. City Council approved recommendation on consent on February 9, 2016. The event chose and alternative destination site.
- Reviewed and made recommendations (5-1) to not support the 2016 Crushbrew Craft Beverage Festival Event Bid Proposal in January. Commission directed staff to further evaluate the event in 2017.
- Reviewed and made recommendations (5-0) to support the Scottsdale Museum of the West Exhibit Funding Request in the amount of \$500,000 from tourism carry-over funds in January. City Council approved recommendation on consent on February 23, 2016.
- Reviewed and made recommendations (6-0) to support the Western National Championship Event Bid Proposal in the amount of \$60,000 (\$30,000 for 2017 & \$30,000 for 2018) from the tourism event development funds. City Council approved recommendation on consent on March 15, 2016.
- Reviewed and made recommendations (6-0) to establish a Bed Tax Stabilization Fund program utilizing \$2.6 million from carry over tourism funds in January. Council has not taken action.
- Reviewed and made recommendations (6-0) to approve the 2016 annual work study agenda in January and February. The annual work study session was held in March and the follow up and approval of objectives happened in April and May.
- Review of the Tourism (Bed Tax) budget expenditures in February. Sandy Schenkat made a public comment on the budget, specifically in support of the ambient lighting in Downtown Scottsdale. In April, the commission unanimously (7-0) recommended support for the downtown activation from tourism funds in the amount of \$300,000. The commission moved (6-1) to not support the funding for ambient lighting in the amount of \$520,000. City Council approved both of the budget items on June 7, 2016.
- Reviewed and made recommendations (6-1) to support the 2017 Off Road Expo Event Funding Proposal in the amount of \$75,000 from the tourism event development funds in April. Also received an update on the contract in May. City Council approved recommendation on consent on July 6, 2016.
- Reviewed in April and made recommendations (7-0) regarding the FY16/17 Event Funding Programs in May. Council approved Matching Event Advertising and Event Venue Fee programs on July 6, 2016 and the Community Event Funding program on August 30, 2016.

- Reviewed in May and made recommendations (6-0) regarding the FY16/17 New Event Development Funding Program Guidelines in June. Reviewed again in December and decided to table the item until after the work study session in February.
- Reviewed and made recommendations (6-0) in favor of the Tourism Strategic Plan funding request of \$745,000 from tourism carry-over funds in June. Council approved October 10, 2016.
- Reviewed and made recommendations (4-0) to support the 2017 NCAA Final Four Funding Proposal in the amount of \$150,000 from the tourism event development funds in June. City Council approved recommendation 6-1 on September 13, 2016.
- Reviewed and made recommendations (6-0) to support the Scottsdale Museum of the West budget adjustment in September.
- Reviewed and made recommendations (5-1) to support the 2017 Crushbrew Craft Beverage Festival Event Bid Proposal in the amount of \$5,000 from tourism event development funds in October. Due to event policy considerations the Crushbrew Festival Event was brought back for reconsideration in November and the recommendation was to not support funding the event.
- Reviewed and discussed the Transportation Master plan in February and June. Recommendations (6-0) were made for the City Council to reconsider evaluating all transportation options that were removed from the plan. City Council approved (5-2) the plan as it was presented on July 5, 2016.
- Reviewed and made recommendations (5-0) to support the sponsorship of the 2016 azcentral.com Food & Wine Festival in the amount of up to \$75,000+10% allocated from tourism new event development funds in September. City Council approved recommendations on consent on October 25, 2016.
- Reviewed and made recommendations (6-0) to support the sponsorship of the 2016 Scottsdale Grand Prix in the amount of up to \$55,000+10% allocated from tourism new event development funds in September. City Council approved recommendations on consent on October 25, 2016.
- Received an update on the Special Event Draft Ordinance Outline in January and made a unanimous (6-0) recommendation in March for City Council to continue to review the ordinance draft, in particular the following two items: 1. Veto power of events by any specific group and 2. Time/length restraints of events. At the March meeting, we had public comments from the following people regarding the Special Event Ordinance: Tourism Advisory Task Members John Holdsworth, Fred Unger, Susan Potje, and Sandy Schenkat. Additional comments from Beverly Moore, Bob Pejman, Laura Weaver and French Thompson.
- Reviewed and made recommendations (5-2) to support the WestWorld Master Plan in the amount of \$150,000 from tourism carry over funds in November. Council has not yet taken action.
- A presentation regarding a potential partnership with the Parada del Sol Parade was presented in August. Reviewed and made recommendations (7-0) to support the sponsorship of the 2017 Parada del Sol Parade in the amount of up to \$64,400 from tourism event development funds in December. This will go to City Council on January 24, 2017.
- Reviewed and made recommendations (4-3) to not support allocating tourism funds toward the Thunderbird Field Veterans Memorial Project.
- Reviewed and made recommendations on the events that applied for funding in all of the programs as recommended by the event working group in August, September, October &

December. Public comment was made by Diane Larowe & Patricia Carstens regarding the Asian Festival in October.

- Reviewed the FY2016/2017 Experience Scottsdale Destination Marketing Guide in February and April and made recommendation to support Experience Scottsdale's program of work as presented in May. City Council approved recommendation on consent on June 21, 2016.
- Reviewed the Experience Scottsdale's quarterly reports in February, May, August and November.
- Reviewed and made recommendation regarding the 2015 TDC Annual Report in January and February.
- Received updates on the WestWorld Event Funding Process in January.
- Received updates on the Downtown Trolley in January and November.
- Received updates on the Tourism Downtown Feasibility Study (Downtown 2.0) in April and December.
- Received updates on the Fiesta Bowl & College Championship Game in April.
- Experience Scottsdale provided an update on the VICA study in May.
- Longwoods presented an update on the 2015 Visitor Study that they conducted in August.
- Received a Desert Discovery Center Management Services update in August.
- Received a WestWorld (APS) 2020 informational update in August.
- Received an update on the Canal Convergence event in September.
- Received an update on the downtown Scottsdale holiday event that the Tourism and Event Department was planning in September.
- Received a Tourism Strategic Plan & TATF update in October and December.
- Received an update on the FY17/18 Tourism Program out of budget expenses in October.
- Reviewed the draft agenda for the 2017 Annual work study session in December.

Current Member Attendance:

Member Name, Title	Present	Absent	Service Dates
David Scholefield, Chair	11	2	From January to December
Ren Hirose, Vice Chair	12	1	From January to December
Robert McCreary, Member	12	1	From January to December
Carl Grupp, Member	11	2	From January to December
Camille Hill, Member	13	0	From January to December
Linda Dillenbeck, Member	12	1	From January to December
Ace Bailey, Member	9	0	From January to August
*Frank Ashmore, Member	4	0	From September to December

*Frank Ashmore replaced Ace Bailey in September, due to term expiration

Subcommittees: None

Ethics Training: YES (video and sign off)

Selected Officers: YES – April 19, 2016

Reviewed Bylaws/City Code: YES. Received an update with proposed changes on bylaws on February 16. Commission voted unanimously to change the bylaws on April 19 as follows:

If a representative of the Commission is requested to attend a meeting or event, at the discretion of the Chairperson, the Chairperson, Vice-Chairperson or immediate past Chairperson who continues to serve on the Commission may attend the meeting or event on behalf of the Commission.

Anticipated Key Issues:

The Tourism Development Commission (TDC) will continue to evaluate and provide recommendations regarding the city's event support program, Tourism Development & Marketing Strategic Plan, and tourism related projects to ensure the benefits to the city and residents.

Some key objectives are:

Objective #1: Review Event Funding Programs – Event Audit Report

1. Identify additional criteria for measuring an event's potential return on the Special Event funding investment.
2. Review and update event program requirement and guidelines.

Objective #2: Tourism Related Capital Projects

1. Establish an analytical process that can be used to evaluate tourism related projects and provide a TDC recommendation for City Council.

Future Significant Work Products:

Upcoming Opportunities, Challenges, or Outcomes:

Additional Comments/Recommendations: If the Board/Commission wishes to add additional comments or recommendation(s) to the City Council, it can go in this section.